

Are you a Leader?

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Are you a Leader?

By Mike Harrod

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When you look at yourself in the mirror do you see a leader?

A leader is not someone that is has a large organization and is setting on the sideline reaping the benefits from it.

That kind of leader will dwindle away.

The kind of leader that I am talking about is in the trenches with their downline everyday. They would never ask anything from their group that they wouldn't go and do themselves.

You might say that is great I can do that it is all a mindset.

WRONG!!

Leadership is difficult and it takes a lot of work.

This means answering questions daily to any downline or prospects through email or phone.

In order to do this a leader needs to know what is going on. They need to understand how the company they are working with works. How the compensation plan works, how the company does business in general.

Your group depends on you to give them these answers when they need them.

This means calling your go getters to make sure that they don't need anything. This is important because I have found that someone may be having problems and are too scared to call me to ask for help. I don't mind calling them just to make sure.

Leadership means you no longer work for yourself at your business you work for your group or downline.

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You are at their beckon call all the time and that is what makes you a leader.

You may say that you are not ready to be a leader. That is perfectly fine and let me share a small secret with you. If you plan on being a leader in the future you must first learn to follow.

The greatest leaders were at first the greatest followers.

So if you are ready to rise to the top and strive to be a leader pick someone that is successful and you trust and admire and start following. You will be there before you know it.

It almost sounds like being a leader may not be all it is cracked up to be, but let me tell you that the

benefits far outweigh the sacrifices that you will have to make for your group.

This is just another way to make sure that once you find that perfect marketing plan that is bringing you great results you can hold on to those results and build an unstoppable downline.

Why will it be unstoppable?

Because without you even knowing it you are building leaders in your group just because of your actions. They may be following you now, but they will break away one of these days to be the leader of their own group and you can look back and realize that it is from them following you that they were able to lead the way they are today.

Mike Harrod is the author of the newsletter "21st Century Marketing Pros" If you would like to find out how to get a free subscription to his weekly newsletter visit his website at:
<http://mikeharrod.com/subscribe>

Wanted: A Dictionary—Perfect Leader

By Eileen McDargh, CSP, CPAE

Answers are often before our very eyes or in front of our noses – particularly if we read the American Heritage Dictionary!

Explore with me how some of the multitude of definitions for the word "leader" actually serve as a performance standard for leadership.

Leaving behind the standard definition of "one who leads or guides", consider the second definition: "one who has power or influence". Have you known people in a leadership role who seem unable to influence the people around them? The ability to make connections, to speak clearly and to frame information so everyone hears a "what's it in for me" message are essential for influence. We are also persuaded by people with conviction and passion. We are influenced by people whom we think we can

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trust. Lose or misuse any of this and a leader's power vanishes.

A leader is defined as "a conductor or the principal performer in an orchestral section". Finding ways to bring together the different talents of employees or volunteers so that all play from the same sheet of music and blend their instruments into a harmonious whole is a skill demonstrated by the finest of leaders! As a principal performer, we look to a leader to have one talent that is heads above the other people in that arena of "play". We don't want a leader who professes to be best at everything. But we do want a leader to have one clearly recognizable skill.

The foremost animal in a harnessed team is a leader. Do we not look to leaders to guide the way, joined shoulder by shoulder to the rest of the team? Remember how the presence of a leader at a front line became the rallying point for many a battle?

Leader is also defined as "a duct for conveying warm air from a furnace." Care is a four-letter word heard more and more frequently in business circles. Employees want to know that a leader cares for them. The cold, stern dictator might get some results but never the full-blown commitment, creativity and loyalty of a warm and caring leader.

There's the leader that is an economic indicator and the leader that is "loss". A leader better be in command and have a clear indication as to the economic viability of the enterprise. A leader also needs to know when something is done to attract talent or customers – not to make money.

A short length of gut, wire or similar material by which a hook is attached to a fishing line is a leader and so is the blank strip at the end or beginning of a film or tape used in threading or winding.

What's the correlation with the world of leadership in these final definitions? Both are used for setting up the profit potential of the venture. Depending upon the type of fish one wishes to catch, a fishing leader strengthens the connection between the hook and the rest of the line. There are times in which the executive's presence helps solidify the relationship between the customer and the sales team so that the customer "bites the hook". Other times, a leader gently paves the way for the real presentation

to the potential buyer or the investment community. He is the "blank tape" that opens the doors for the full presentation of the company.

If a picture is worth 1000 words, a metaphor is worth 1000 pictures. Using the metaphors provided by other meanings to the word "leader", we gain a rich image of the scope and possibilities of true leadership.

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